



United States Department of Agriculture
National Agricultural Statistics Service



Wisconsin - 2010 Fruit Summary

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Apples

Wisconsin's apple season got off to an early start with warm temperatures in April only to be followed by freezing temperatures during blossom time. This resulted in the dropping of many blossoms. Apple production in 2010 totaled 37.0 million pounds, with 31.9 million pounds of utilized production. Production and utilization were down 14.9 percent and 12.6 percent, respectively, from 2009. Bearing acres were down 100 acres to 4,100. Yields decreased 1,380 pounds per acre to 9,020. Prices rose 25 percent from 2009 to \$0.516 per pound in 2010. Total U.S. production decreased 4 percent to 9.3 billion pounds. U.S. apple prices increased from \$0.231 to \$0.234 per pound in 2010.

APPLES: Acreage, Yield, and Value, Selected States, 2010

State	Bearing acreage	Yield per acre 1/	Production		Price per pound	Value of utilized production
			Total	Utilized		
	Acres	Pounds	Million pounds		Dollars	1,000 dollars
WI	4,100	9,020	37.0	31.9	0.516	16,474
MI	37,500	15,700	590.0	590.0	0.195	114,875
NY	42,000	31,000	1,300.0	1,280.0	0.182	233,090
PA	21,000	22,900	481.0	468.0	0.148	69,453
WA	153,000	35,900	5,500.0	5,500.0	0.246	1,354,100
US	344,550	27,000	9,286.6	9,205.3	0.234	2,150,092

1/Yield is based on total production, which includes unharvested production and fruit harvested, but not sold due to market conditions.

Source: USDA, NASS, WI FO.

Cranberries

The 2010 growing season started early in Wisconsin with a warmer than average April, then summer months brought many hot and humid days. Rain hindered pollination for some, and many reported an abundant water supply to too much water throughout the season. Some reports stated beds were not able to drain, and the excess moisture throughout the season caused rot for many growers. Wisconsin cranberry production for 2010 was the second highest on record, at 3.96 million barrels. This was up 10,000 barrels from 2009. Producers harvested 18,000 acres, the same as in 2009. Yields rose 0.6 barrel per acre to 220.0 barrels per acre. The 80,000 barrels sold on the fresh market brought a price of \$79.30 per barrel. Prices for processing cranberries rose from \$46.70 to \$47.20 per barrel. Total U.S. production was down 2 percent to 6.80 million barrels. Wisconsin producers accounted for 58 percent of the U.S. crop in 2010. The average U.S. price for cranberries decreased by \$0.90 to \$47.30 per barrel.

CRANBERRIES: Acreage, Yield, Production and Value, Selected States, 2010

State	Harvested	Yield per acre 1/	Production		Utilization		Value	
			Total	Utilized	Fresh	Processed	Per barrel 2/	Total
	Acres		Barrels				Dollars	1,000 Dollars
WI	18,000	220.0	3,960,000	3,960,000	80,000	3,880,000	47.80	189,480
MA	13,000	143.2	1,862,000	1,862,000	102,000	1,760,000	43.90	81,667
NJ	3,100	181.3	562,000	562,000	-	562,000	57.20	32,146
OR	2,700	111.1	300,000	300,000	-	300,000	36.50	10,950
WA	1,700	65.6	111,500	111,500	27,200	84,300	63.40	7,072
US	38,500	176.5	6,795,500	6,795,500	209,200	6,586,300	47.30	321,315

1/Yield is based on total production. 2/Weighted average of co-op and independent sales. Co-op prices represent pool proceeds less returns for processing non-cranberry products, capital stock dividends, capital stock retains, and other retains.

Source: USDA, NASS, WI FO

Tart Cherries

The warm temperatures in April created an early start to the Wisconsin cherry season. However, the moisture and freezing temperatures in May caused damage during blooming and poor pollination. This had a detrimental effect on many orchards and eliminated some of the crop. Wisconsin farmers harvested 5.7 million pounds of tart cherries in 2010, down 48 percent from 2009. Yields were also down 48 percent to 3,170 pounds per acre. Prices increased from \$0.280 to \$0.293 per pound in 2010. Total U.S. production decreased 47 percent to 190 million pounds, and yield was down 47 percent to 5,340 pounds per acre.

TART CHERRIES: Acreage, Yield, and Value, Selected States, 2010

State	Bearing acreage	Yield per acre 1/	Production		Price per pound			Value of production		
			Total	Utilized	Fresh	Processed	All	Fresh	Processed	All
	Acres	Pounds	Million pounds		Dollars			1,000 dollars		
WI	1,800	3,170	5.7	5.5	0.634	0.280	0.293	127	1,484	1,611
MI	26,200	5,150	135.0	129.0	1.000	0.203	0.206	500	26,105	26,605
NY	1,500	5,200	7.8	7.8	2/	2/	0.174	2/	2/	1,360
UT	3,300	6,970	23.0	22.5	-	0.270	0.270	-	6,075	6,075
WA	1,600	9,630	15.4	15.4	2/	2/	0.228	2/	2/	3,515
US	35,650	5,340	190.4	183.7	1.210	0.211	0.217	1,330	38,514	39,844

1/Yield is based on total production. 2/Missing data not published to avoid disclosure of individual operations.

Source: USDA, NASS, WI FO